

Amendments to the Claims:

1-34. (Canceled)

35. (Currently Amended) An apparatus comprising a content manager configured to cause the apparatus to at least:

~~a content manager, said content manager configured to manage selected content,~~
cause transmission of an indication of a selected content to a network based device, the selected content being selected from a plurality of content stored at the network based device;

cause presentment of one or more received locking options for the selected content;

determine a selection of a locking option from the one or more locking options, the selected locking option comprising a first selected locking requirement;

cause transmission of a device identifier of the apparatus;

~~the selected content selected from a plurality of content stored at a network based device and delivered to the apparatus, once delivered to the apparatus, management of the selected content provided by said content manager comprising~~

in response to receipt of the selected content to the apparatus, selectably locking the selected content pursuant to [[a]] the first selected locking requirement, wherein such that the selected content is presented upon each occurrence of a predefined condition associated with the selected content until the first selected locking requirement is met;
~~determining~~

determine when the first selected locking requirement is met; [[,]] and

unlock[[ing]] the selected content when the first selected locking requirement is determined to have been met, wherein such that the selected content is no longer required to be presented upon an occurrence of the predefined condition.

36. (Currently Amended) A method comprising:

receiving an indication of selected content;

causing presentment of presenting at least a first locking requirement associated

with the selected content to a user device wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented;

determining a selection of the at least a first locking requirement;

receiving a device identifier of the user device; and

providing, by a network based device, based at least in part on the received device identifier, the selected content from a network based device to the user device together with the at least first selected locking requirement to permit the selected content to be presented upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met.

37. (Previously Presented) The method of Claim 36 further comprising:
receiving an indication of said at least first selected locking requirement having been met.

38. (Previously Presented) The method as in Claim 37 further comprising:
providing a reward in response to said indication.

39. (Currently Amended) A method comprising:
~~transmitting~~ causing transmission of an indication of selected content;
receiving at least a first locking requirement associated with the selected content at a user device, wherein said locking requirement defines a specific period of time or a specified amount of usage for which the content is locked in at the user device and required to be presented;

~~selecting~~ determining, by a content manager of the user device, selection
~~acceptance~~ of the at least the first selected locking requirement;
causing transmission of a device identifier of the user device to a network based device;

receiving said selected content; ~~and storing~~

causing storage of said selected content in a memory of the user device; and

~~presenting~~ causing, by the content manager of the user device, presentment of the selected content ~~[[with]]~~ by the user device upon each occurrence of a predefined condition associated with the selected content until the at least the first selected locking requirement is met.

40. (Currently Amended) The method of Claim ~~[[38]]~~ 39 further comprising:
~~the operation of~~ determining when the at least the first selected locking requirement is met; and
~~the operation of~~ unlocking the selected content data to release the selected content out of the first selected locking requirement having been met.

41 (Previously Presented) A method as in Claim 39 further comprising:
receiving an indication of a reward.

42. (Currently Amended) An apparatus comprising:
a content manager configured to cause the apparatus to:
cause transmission of an indication of a selected content to a network
based device, the selected content being selected from a plurality of content stored
at the network based device;
cause presentment of one or more received locking options for the selected
content;
determine a selection of a locking option from the one or more locking
options, the selected locking option comprising a first selected locking
requirement;
cause transmission of a device identifier of the apparatus;
receive ~~and manage~~ the selected content; and ~~[[,]]~~ wherein said
management comprises
lock~~[[ing]]~~ in said selected content pursuant to ~~[[a]]~~ the first locking requirement, wherein ~~such that~~ the selected content is presented upon each occurrence of a predefined condition associated with the selected content until the

first locking requirement is met; and
a memory configured to store a plurality of profiles wherein each profile comprises an identifier indicative of the use of said locked selected content.

43. (Currently Amended) A method comprising:
~~transmitting causing transmission of an indication of a selected content to a~~
~~network based device, the selected content being selected from a plurality of content~~
~~stored at the network based device selection of content from a plurality of content to form~~
~~selected content;~~

receiving at least one locking requirement including a first locking requirement associated with the selected content;

~~determining, by a content manager of a user device, selecting acceptance selection~~
~~of at least the first locking requirement in response to receiving the at least one locking~~
~~requirement;~~

~~causing transmission of a device identifier of the user device;~~
~~receiving said selected content; and storing~~
~~causing storage of said selected content in a memory the user device following~~
~~selection of the content and at least the first locking requirement;~~

~~operating, by the content manager of the user device, upon the selected content in~~
~~accordance with the at least the first selected locking requirement by causing presentment~~
~~of presenting the selected content by the user device upon each occurrence of a~~
~~predefined condition associated with the selected content until the at least the first~~
~~selected locking requirement is met;~~

~~determining when the first selected locking requirement is met;~~
~~causing notification of notifying a the network based device or a second network~~
~~based device when the first selected locking requirement is met; and~~
~~dispensing causing a reward to be provided to a user.~~

44. (Previously Presented) The method of Claim 43 further comprising
unlocking, when the first selected locking requirement is met, the selected content data to

release the selected content out of the first selected locking requirement.

45. (Previously Presented) The method of Claim 43 wherein the selected content of the plurality of content comprises advertising content and wherein said method further comprises the operation of displaying the advertising content according to the at least the first selected locking requirement.

46. (Previously Presented) The method of Claim 45 wherein the at least the first selected locking requirement defines a manner by which to display the advertising content in human perceptible form.

47. (Currently Amended) The method of Claim 39, wherein the selected content ~~[[is]]~~ comprises a ring tune advertisement and wherein ~~presenting causing presentment of~~ the selected content ~~[[with]]~~ by the user device upon each occurrence of a predefined condition associated with the selected content comprises ~~presenting causing presentment by the user device of~~ the selected ring tune advertisement upon each receipt of an incoming call.